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C1 one conductor fixed thereon in a loose manner, along a path having a third rectangular general shape,

b. adding the complementary preform to the deformable preform on said support in said assembly, such that said third rectangular general shape extends substantially across a length and a width of said first rectangular general shape, and

c. linking free ends of the complementary preform together, substantially when the free ends of the deformable preform are linked together.

Bb 17. (New) The method of claim 16, wherein the deformable preform comprises a deformable preform for a sealing layer and a deformable preform for a radial carcass ply of the tire,

wherein step b. comprises inserting the complementary preform between the deformable preform for a sealing layer and the deformable preform for a radial carcass ply.

18. (New) The method of either claim 16 or 17, wherein said path of step a. has a general shape of a rectangular open loop.

19. (New) The method of claim 18, wherein the short sides of the rectangular open loop are joined at step b. to be substantially adjacent.

20. (New) The method of claim 18, wherein step a. comprises preparing the complementary preform with a second conductor, forming a second loop, homologous with said open loop, on the elastic support.

21. (New) The method of claim 20, wherein the open loop and the second loop are fixed to the elastic support by an overcasting technique or a tacking technique.

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22. (New) The method of claim 20, wherein step a. comprises connecting the open loop and the second loop to an active element, connecting the open loop to at least one electrical component and connecting the second loop to at least one electrical component.

23. (New) The method of claim 22, wherein step b. comprises positioning said active element under the deformable preform for the tire carcass.

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24. (New) The method of claim 20, wherein step b. comprises leaving two free ends of each of the open loop and the second loop visible, for common connection to an active element, and for individual connection to at least one electrical component, after either of steps b. and c.

25. (New) A tire, comprising, fixed under its tread, at least one conductive loop which has, when opened out flat, a rectangular general shape, a short side of the rectangular general shape extending substantially over a width of the tire and a long side of the rectangular general shape extending substantially along a periphery of the tire.

26. (New) The tire of claim 25, further comprising an active element implanted under the tread and connected to said loop, so as to be capable of transmitting information relating to a state of the tire.

27. (New) The tire of claim 25 or 26, wherein said loop interacts by electromagnetic coupling with at least one other loop, tuned therewith in terms of frequency, and placed in an external proximity of a periphery of the tire.